

Magazine: FIREHOUSE

Issue: 1/00/83

Total Pages: 90

PHILIP MORRIS	MIN	COMPETITIVE	SIZE/	REMARKS
ADS	SEP	ADS	COLOR	
		WINSTON		
		* 448 pg 12C		

MARLBORO+100	189
* 552 pg 12C	

TOTAL CIGARETTE ADS = 2 TOTAL ADVERTISING = \$7,750

PRINTED IN U.S.A.

MORE BUSINESS FORMS, INC., HQ.

2040702777

Magazine: FIREHOUSE
Issue: 2/00/83

Total Pages: 74

PHILIP MORRIS ADS	MIN SER	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO+100 # 857 pg:2C	173			1 OFF+ BW AD.
		WINSTON # 448 pg:EC		

TOTAL CIGARETTE ADS = 2 TOTAL ADVERTISING = \$7,750

2040702778

Magazine: FIREHOUSE
Issue#: 3/00/83

Total Pages: 106

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO+100 * 870 Pg+2C	1991			10PPI BW AD.
		WINSTON		
		* 450 Pg+2C		

TOTAL CIGARETTE ADS = 2 TOTAL ADVERTISING = \$8,550

AMERICAN BUSINESS FORMS, INC. 100-111

404070277

Magazine: FIREHOUSE
Issue: 4/00/83

Total Pages: 98

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		WINSTON L+100L	ISP	
		# 188 pg+BC-PG1		
MARLBORO # B66 pg+BC	196			

TOTAL CIGARETTE ADS # 2 TOTAL ADVERTISING # \$11,750

227 8 1/2 X 11

WINGATE BUSINESS FORMS, INC.

2040702780

Magazine: FIREHOUSE
Issue: 5/00/83

Total Pages: 82

ADvertiser	MIN	COMPETITIVE	SIZE/ COLOR	REMARKS
ADS	SEP	ADS		

WINSTON+100		ISP	
# 449 pg:2C-PG1			
PLAYERS+M	136	CS	
# 114 pg:40-41			
MARLBORO	138		
# 674 pg:BC			

TOTAL CIGARETTE ADS = 3 TOTAL ADVERTISING = \$17,250

20 8 1/2 x 11

MOORE BUSINESS FORMS, INC. INC.

2040702781

Magazine: FIREHOUSE
Issue: 6/00/83

Total Pages: 154

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		WINSTON L+100L # 188 pg:2-3	ISP	
MARLBORO+100 # 876 pg:11	17			OPP: "FORUM".
PLAYERS+M # 119 pg:BC	199			

TOTAL CIGARETTE ADS = 3 TOTAL ADVERTISING = \$14,050

2040702782

Magazine: FIREHOUSE

Issue: 7/00/83

Total Pages: 62

PHILLIP MORRIS ADS	MIN ADS	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO+L # 891 pg 20	17			TOPPI BW AD.
		WINSTON+100 # 449 pg 18-9	SP	
PLAYERS 100+M # 103 pg 140-41	30		CS	

TOTAL CIGARETTE ADS = 3 TOTAL ADVERTISING = \$16,900

27 8 1/2 x 11

MCBEE BUSINESS FORMS, INC.
HC

2040702783

Magazine: FIREHOUSE
Issue: 8/00/83

Total Pages: 82

PHILIP MORRIS	MIN	COMPETITIVE	SIZE/ COLOR	REMARKS
ADS	ADS	ADS		
PLAYERS 100+85M	16			TOPP: BW AD.
# 114 pg:2C				
		WINSTON L		
		# 189 pg:7		
MARLBORO+L	9			TOPP: "FIRE STUDIES".
# 905 pg:17				

TOTAL CIGARETTE ADS = 3 TOTAL ADVERTISING = \$10,500

2040702784

Magazine: FIREHOUSE
Issue: 9/00/83

Total Pages: 186

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO+100 # 900 pg#3	1991			TOPP! "TABLE OF CONTENTS".
PLAYERS 100+85M # 119 pg#BC	1991			

TOTAL CIGARETTE ADS = 2 TOTAL ADVERTISING = \$7,650

2040702785

Magazine: FIREHOUSE
Issue: 10/00/83

Total Pages: 106

ADG	MIN	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
PHILIP MORRIS	SEP			
		1 WINSTON		
		1 # 450 pg 12C		
MARLBORO	199			
# 901 pg 12C				

TOTAL CIGARETTE ADS = 2 TOTAL ADVERTISING = \$0.950

2040702786

Magazine: FIREHOUSE
Issue: 11/00/83

Total Pages: 130

PHILIP MORRIS	MIN	COMPETITIVE	SIZE/ COLOR	REMARKS
ADS	SEP	ADS		
PLAYERS 100+M	1991			TOPP: BW AD.
# 121 Pg:20				

TOTAL CIGARETTE ADS = 1 TOTAL ADVERTISING = \$4,100

2040702787

Magazine: FIREHOUSE

Issue: 12/00/83

Total Pages: 106

PHILIP MORRIS	MIN	COMPETITIVE	SIZE/	
ADS	SEP	ADS	COLOR	REMARKS
		WINSTON L		
		# 194 pg \$2C		
MARLBORO+100	199			
# 927 pg \$1C				

TOTAL CIGARETTE ADS = 2 - TOTAL ADVERTISING = \$8,550

2040702788